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3-7-2014


10 Tips to Tell Your Story in a Thought-Provoking and Technically Truthful Way

Dave Johnson

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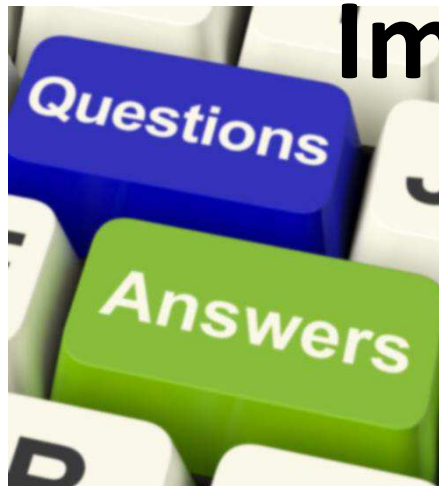
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Imagine your **HEADLINE**



*Tell your story
in a thought-provoking
and technically truthful way*

Oregon Transportation Research and Education Consortium
Friday Transportation Seminar Series

3/7/2014

Dave Thompson, APR

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Why talk to the media?



...where we get our news...

Pew Research Center, 10/2013

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Why talk to the media?

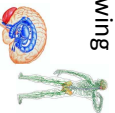
1 or more of...

- Provide expert perspective
- Raise awareness
- Change attitudes
- Build trust
- Build brand
- Manage reputation
- Increase employee morale/retention, public mtg. attendance, customer satisfaction

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Today's talk

- Dave's 7 rules of interview
- Interview mechanics
- Your mindset
- Message metaphor

[illegible]

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"Imagine Your Headline" Dave Thompson

Dave's 7 rules of interviewing

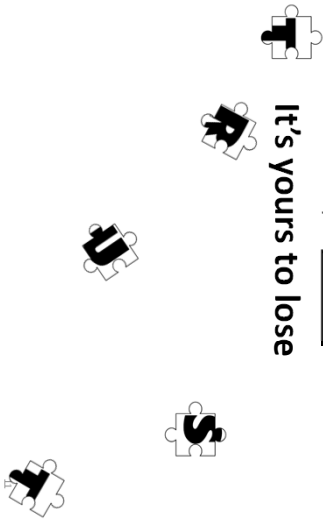
- 1. Tell the truth
- 2. Everything is on the record
- 3. Communicate clearly
- 4. Talk about what you know
- 5. Remember the hat you're wearing
- 6. Explain "no comment"
- 7. Be prepared

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Tell the truth

Credibility is personal:

It's yours to lose



Everything is on the record

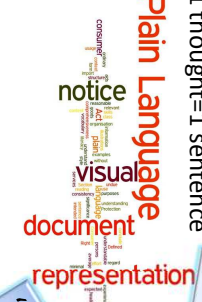
If you don't want it quoted...



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Communicate clearly

- Active voice
- Short sentences
- 1 thought=1 sentence
- **Plain Language**

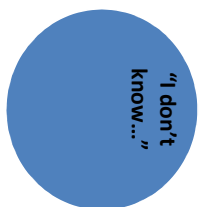


"The finest language is mostly made up of simple, unimposing words."
—George Eliot

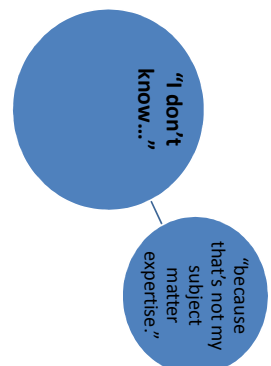
"The end of speech is ... to be understood."
—William Penn

Talk about what you know

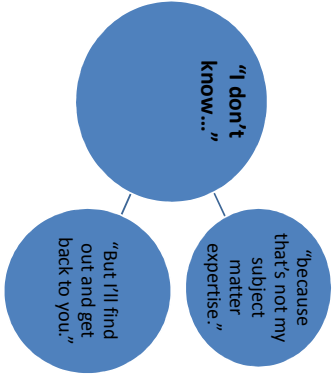
Corollary: DON'T talk about what you don't know



Talk about what you know



Talk about what you know



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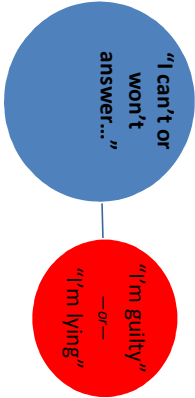
Remember the hat you're wearing

- You're speaking for your organization...
- **DON'T** speak for any other organization



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Explain "no comment"



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Explain “no comment”

“I can’t answer that yet...”

“But here’s what I do know...”

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Explain “no comment”

“I can’t answer that yet...”

“But here’s what I do know...”

“Because we follow a fair process. Here’s how it works...”

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Be prepared

- Imagine your headline
- Practice speaking your key messages OUT LOUD
- Remember your desired outcomes

Objective




Audience

Message


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Today's assumption

- Place
 - In-studio
 - Split-screen
 - At the scene
 - Your place
- Kind
 - Live
 - Live on tape
 - Taped
- Action
 - Stationary
 - Walk & Talk
 - Acting




Interview mechanics



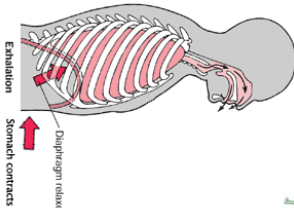
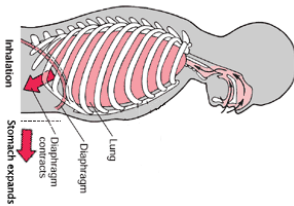
- How to
 - Breathe
 - Stand
 - Use your hands, arms
 - Dress
- Where to look

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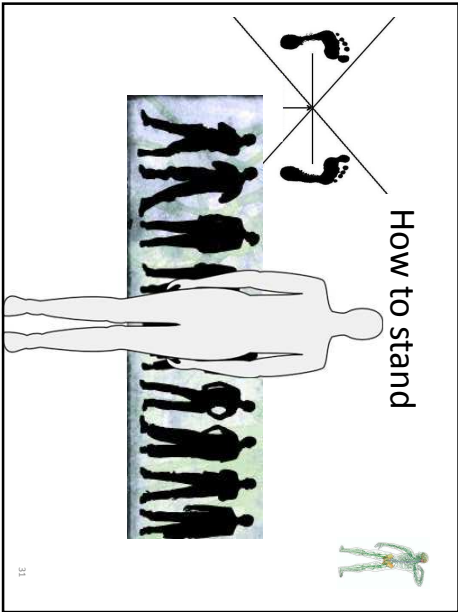
How to breathe

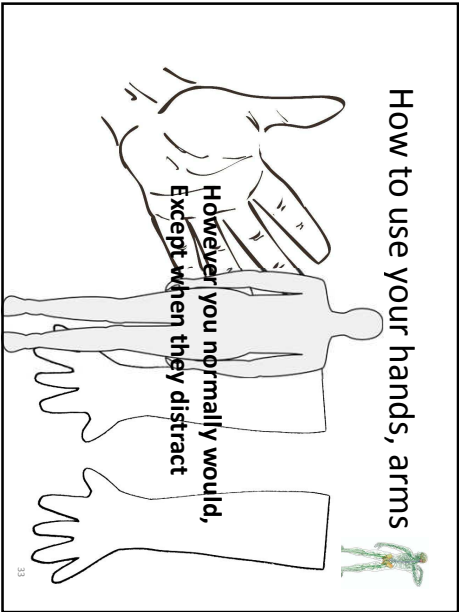


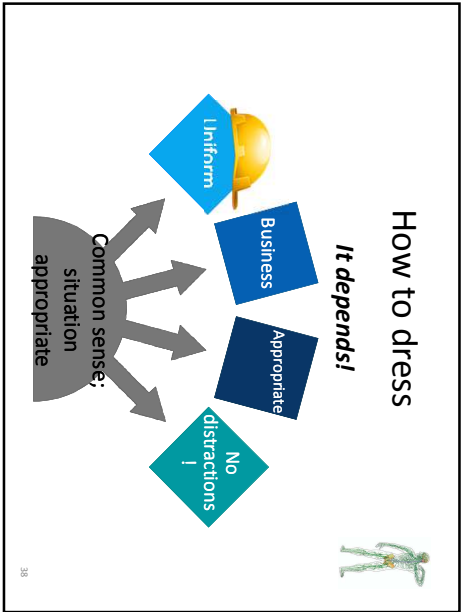
Diaphragm



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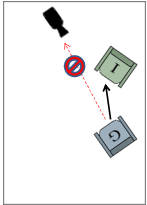








Where to look

Look at the person asking the questions





Your mindset



- Live in the moment
- Make your point first, foremost & last
- Flag & bridge

The key issue is

Bridge

What is important is

Flag

Let me point out
The main reason is
I want you to know
For instance
Yes and
On the contrary
However

What we are focused on is
For example
To illustrate
The other side of that issue is
It is important to remember
I want you to know
Our view is
Here is what I know
Our record demonstrates
That is one point of view let me give you another
Our position is
The main thing you should remember is
Keep in mind
Let me emphasize
On the other hand
It is imperative that we remember

Message metaphor

- Paint a picture in my mind
- Compare; then contrast

"Here's how it's the **same** as something else...
...and here's how it's **different**."

SIMILE

METAPHOR

Let me point out
The main reason is
I want you to know
For instance
Yes and
On the contrary
However

What we are focused on is
For example
To illustrate
The other side of that issue is
It is important to remember
I want you to know
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The main thing you should remember is
Keep in mind
Let me emphasize
On the other hand
It is imperative that we remember

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Metaphor example 1

Albert Einstein (1938):

"The wireless telegraph is not difficult to understand."

The ordinary telegraph is like a very long cat. You pull the tail in New York, and it meows in Los Angeles.

The wireless is the same, only without the cat."



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Metaphor example 2

ODOT OTIA III highway bridge program:

"If these bridges were people, we'd be throwing retirement parties for them."

Instead, we're asking them to carry more vehicles at higher speeds and heavier weights."



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Metaphor example 3



Washington Dep't. of Transportation
www.youtube.com/watch?v=8G7vITTuwno

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"Imagine Your Headline" Dave Thompson

Metaphor cautions

- Keep them simple, to the point
 - Are they easily understood?
 - Are they *good* analogies? (Don't stretch them!)




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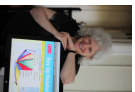
Tell your story!



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Resources

- Ann Wylie, writing coach
<http://www.wyliecomm.com/>
 - Brad Phillips, "Mr. Media Training"
www.MrMediaTraining.com
 - Dave Thompson, APR
davidthompson@comcast.net
503-624-7401
<http://DaveT51.com>
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